



WBS 101 Activity 1 Buyer Script

Step 1: Rapport

Step 2: Get the Appointment

Buyer: I'm thinking about buying a house.

Agent: What price range are you looking in? . . . Have you seen any houses you liked? . . . Why you didn't buy one of those? . . . Do you folks own or do you rent now?

Buyer: We own our place.

Agent: Do you currently have your house on the market?

Buyer: Yes.

(If they say "no," that's obviously a potential appointment for you. If they say "yes," then you want to clarify that.)

Agent: Do you have it listed with an agent or are you trying to do it privately?

Buyer: We're trying to do it privately.

Agent: Is it still on the market?

Buyer: Yes.

Agent: May I make a suggestion to help you folks in coordinating the buying and selling of your home? What I'd like to do is find the time when I can come over and take a look at your house. By doing that we can accomplish basically three things. Number one, I can tell you exactly what your neighbors' homes have been selling for recently, and that's always a great gauge as to how much your house is worth. Number two, you may have a price that you're asking now and you want that number regardless of what you're neighbors have been selling for. Based on the number that you want, we can determine the timing of how long it'll take for you to sell your home and coordinate it with the purchase of the new one. Number three, which will be the main thing we'll accomplish, is that I want you to take me through your house and show me everything you like about it and everything you don't like about it, and that will give me a real clear picture of the type of house you're looking for.